



Mom's Quit Connection Update

Mom's Quit Connection has made some changes! Mom's Quit Connection is now called **MQC for Families**. This new name; MQC for Families, reflects a change in the population MQC is now serving; pregnant, parenting women, partners and family members living in the home with children 7 years old and younger. MQC has new resource materials which include; Second-hand smoke and Childhood Asthma, Third-hand smoke, Breastfeeding and Smoking, Second-hand smoke posters and contact cards. MQC has also updated its website; www.momsquit.com and continues to offer quit information on the Facebook page, MomsQuitConnection. If you would like to order any of these materials and would like more program information please contact Barbara Heinz at bheinz@snjpc.org

MQC for Families offers Orientation of MQC services in your office with suggestions on how to incorporate the Fax to Quit system in your office, provide client resource materials and customize referral forms to access both MQC and the New Jersey Quitline services for your clients.

MQC continues to offer the CDC's evidence-based *Ask, Advise and Refer: Brief Intervention Model* training (AAR). AAR is offered to any location interested in an hour training on the following aspects of the Model; why ask each client about smoking, scripting for that conversation, facts to use in that conversation and how and where to refer. Trainers are available to speak at any meeting in your location on a variety of tobacco topics, including Electronic Nicotine Delivery Systems.

MQC for Families now offers a **free 15 minute video** available to download; *The Mom's Quit Connection Experience*. The video is a free, full HD, 15 minute video, designed to be looped and fit into any existing video program for screen sharing programs. The video was produced by an award winning production team to provide educational information as well as a program description and contact information to the viewers. Our Rutgers Tobacco Treatment Program trained specialists give tips and **strategies** in this informative and entertaining resource for **use in hospital rooms, waiting rooms and other venues**. The video **also** contains testimonials from actual clients and their real life stories through the quit process and with their counselors.

This 15 minute video is available free of charge and can be downloaded after registration on the MQC website. Please click the following link and view the video. If you would like to order it, please fill out the order form on the link. Once the form is received at MQC, a link will be sent to you to access it in your requested format.

<http://momsquit.com/mqc-experience/>

For more information please contact Barbara Heinz at bheinz@snjpc.org